

NOMINATION FOR AWARD		
AWARD Air Force Public Affairs Director's Excellence Award	CATEGORY (If Applicable) Small Wing	AWARD PERIOD 1 Jan. - 31 Dec. 2002
RANK/NAME OF NOMINEE (First, Middle Initial, Last) Arnold Engineering Development Center Public Affairs Staff	SSN (Enter Last 4 Only)	MAJCOM, FOA, OR DRU
DAFSC/DUTY TITLE	NOMINEE'S TELEPHONE (DSN & Commercial) DSN 340-4204; Comm. 931-454-4204	
UNIT/OFFICE SYMBOL/STREET ADDRESS/BASE/STATE/ZIP CODE AEDC/PA/100 Kindel Drive, Suite B213/Arnold AFB/TN/37389		
RANK/NAME OF UNIT COMMANDER (First, Middle Initial, Last)/COMMANDER'S TELEPHONE (DSN & Commercial) Colonel David J. Eichhorn/DSN 340-5201; Comm. 931-454-5201		
SPECIFIC ACCOMPLISHMENTS (Use single-spaced, bullet format)		
OVERALL EFFECTIVENESS OF PROGRAM <ul style="list-style-type: none"> - The best public affairs team in AFMC continually proved itself in 2002 by telling the story of the world's best-known air and space ground test facility insuring AF Global Influence and Deterrence - PA staff led the charge during AFMC Commander's Conference; reaping praise from AFMC/CC <ul style="list-style-type: none"> -- Gen. Lyles said, "I thought this conference was excellent. The support from AEDC was fantastic!" -- Lt. Gen. Coolidge stated AEDC focused on AFMC needs to set tone for a successful conference - Soared back stronger than ever after the 9-11 restrictions were lifted from the center tour program <ul style="list-style-type: none"> -- Gladly supported 168 base tours showcasing AEDC and the Air Force to more than 2,600 people - Warfighting PA team went beyond day-to-day work with one deployed three months and another volunteered in battle staff; military members went on two-day field exercise to ensure their readiness 		
RESEARCH AND PLANNING <ul style="list-style-type: none"> - AEDC PA led the charge in preparations for Centennial of Flight Celebration Air Show in June 2003 <ul style="list-style-type: none"> -- Diligently worked with three local chambers of commerce to rekindle community support for event - Critical player in AEDC contract competition process striking balance between base needs and public <ul style="list-style-type: none"> -- Precisely coordinating every aspect of release process of potential \$1 billion base operating contract - Expertly provided trusted counsel to base leaders when union picketers arrived at Arnold AFB gates <ul style="list-style-type: none"> -- Advance planning had Air Force key messages ready for media outlets to help diffuse situation - Strong community ties served AEDC well when county officials brought concerns over state program for aerial mapping over the base; PA plan communicated security issues while keeping public support - Quickly provided sound advice and counsel to senior leaders after murder suspect arrested in billeting <ul style="list-style-type: none"> -- Media's focus on awareness of employee spotting suspect instead of irony of refuge at military base 		
PROGRAM EXECUTION AND EVALUATION <ul style="list-style-type: none"> - Successfully implemented innovative internal electronic password protected security review system <ul style="list-style-type: none"> -- New process greatly reduced time to clear technical documents eliminating multiple paper copies - Constantly helping tell the Air Force story by processing more than 300 security review documents <ul style="list-style-type: none"> -- Expertly balanced the public's right to know with the security requirements of the AF and DoD - PA staff stepped up for the community serving on the planning committee for city's 150th anniversary - Aggressively pursued wide spread involvement in the newly-formed Arnold Community Council <ul style="list-style-type: none"> -- Guided the organization through an increase in membership of more than 100 percent in one year! -- The council board now consists of representatives from more than 10 Middle Tennessee counties - Prominently placed AEDC on the cover as well as eight pages inside of new Aerospace Testing International magazine's launch edition which was distributed at Farnborough Air Show in July 2002 - Worked closely with newly-elected Congressman's staff to hold press conference after first base visit <ul style="list-style-type: none"> -- More importantly helped establish future relationship with the new representative and his staff 		
INNOVATIVENESS OF PROGRAM <ul style="list-style-type: none"> - Greatly increased Air Force awareness convincing two television stations to begin running AFNEWS - Flawlessly hosted successful Civic Leader Tour to WPAFB and Pratt & Whitney engine facilities <ul style="list-style-type: none"> -- More than 30 representatives from eight communities now more in tune with AEDC and Air Force -- Strengthened AEDC key customer tie allowing interchange with Pratt & Whitney senior leaders -- Providing "Big Picture" of AEDC importance brought rave reviews from many community leaders - Leading player in Tennessee's Job Shadow Day hosting nearly 80 young people from area schools <ul style="list-style-type: none"> -- Showcasing Air Force and AEDC mission to high school students who could be future AF leaders - Spearheaded an initiative to have AF Radio News played on base phone system for callers on hold - Partnered with state government to initiate Tennessee Means Technology campaign featuring AEDC <ul style="list-style-type: none"> -- Worked with PR firm to develop ads--\$100K-plus in free publicity in magazines such as Fortune - The outstanding AEDC PA Team met the challenges of a post 9-11 world head on and continued to convey the positive Air Force message, proving once again they are truly Excellent in All They Do! 		